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June 11, 2008

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: CS Docket No. 97-80; PP Docket No. 00-67

Dear Ms. Dortch:

On May 27, 2008, Sony Electronics (Sony) and the National Cable & Telecommunications Association (NCTA) announced an agreement between Sony and the six largest cable operators in the United States that establishes a national platform for retail devices to receive interactive cable services using tru2way technology. The terms of the agreement are embodied in a binding Memorandum of Understanding (MOU) negotiated by Sony and the six largest cable companies – Comcast Corporation, Time Warner Cable, Cox Communications, Charter Communications, Cablevision Systems Corporation, and Bright House Networks. Those cable companies serve more than 82 percent of all U.S. cable subscribers. A copy of the press release announcing the agreement is attached.

On June 9, 2008, additional leading consumer electronics and information technology companies announced they too had signed the MOU. As described in the attached Cable Television Laboratories press release, Samsung Electronics America, Panasonic Corporation of North America, Intel Corporation, Digeo and ADB Group have also signed the MOU. Including manufacturers like LG and Toshiba plus chip makers like AMD and Broadcom, which have licensed the tru2way technology, there is now a critical mass necessary to provide consumers the type of competitive retail solution the Commission has been exploring in the above-referenced dockets.

If you have any questions, please contact me.

Respectfully submitted,

/s/ Neal M. Goldberg
Neal M. Goldberg

Attachments

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FOR IMMEDIATE RELEASE

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**Sony Electronics and Major U.S. Cable Operators
Negotiate National “Two-Way” Plug and Play Solution**

Agreement Establishes Platform for Retail Devices to Receive Interactive Cable Services

WASHINGTON, DC, May 27, 2008 – Sony Electronics and major cable operators which together pass over 105 million U.S. homes have negotiated and signed an agreement that will enable consumers to purchase innovative “two-way” digital televisions and other devices that can receive interactive digital and high-definition video services without a set-top box, Sony and the National Cable & Telecommunications Association (NCTA) announced today. The terms of the agreement are embodied in a binding Memorandum of Understanding (MOU) negotiated by Sony Electronics and the six largest cable companies – Comcast, Time Warner Cable, Cox, Charter, Cablevision and Bright House Networks – which serve more than 82 percent of all U.S. cable subscribers.

Other consumer electronics companies will be beneficiaries of this new national two-way “plug-and-play” platform and have also been invited to formally join the MOU.

This negotiated industry agreement establishes the fundamentals for a competitive retail market for “two-way” digital cable-ready devices. It addresses how such products will be brought to market with interactive services like video-on-demand, digital video recording and interactive programming guides.

In addition, the agreement makes it clear that consumers will be able to enjoy a choice of differentiated two-way products at retail and through cable operators from a variety of consumer electronics and information technology manufacturers. The agreement includes safeguards to facilitate the development of a robust, two-way retail market and to ensure that cable operators can continue to develop and offer new competitive services.

Representative Rick Boucher (D-VA), a senior Member of the House Energy and Commerce Committee and one of the leading advocates in Congress for new technology and consumer freedoms said: “I congratulate Sony and the major cable operators for achieving consensus on a set of core principles that will speed the introduction of new two-way plug-and-play devices.” Representative Boucher added: “With this groundbreaking compromise, these industry-leading companies and other major cable companies will ensure that consumers will have broader access to innovative competitive cable ready navigation devices from commercial retailers and will have expanded options to enjoy cable programming, including video on demand and other interactive programming options.”

As part of the agreement, the parties will adopt: the Java-based “tru2way” solution as the national interactive “plug-and-play” standard; new streamlined technology licenses; and new ways for content providers, consumer electronics manufacturers, information technology companies and cable operators to cooperate in evolving the tru2way technology at Cable Television Laboratories (CableLabs), the cable industry’s research and development consortium.

The agreement will encourage the development and distribution of interactive and high-value digital content. Key elements of the agreement relate to the deployment of a platform for “write once, run anywhere” applications, and to the incorporation of secure digital interfaces that protect consumers' home recording rights along with copyright

owners' rights to secure their digital content. Detailed terms of the MOU have not yet been released, while other potential signatories complete their review of the document.

“This marketplace agreement is good news for consumers,” said Edgar Tu, Sony Electronics’ Senior Vice President of TV Operations of America. “A national plug-and-play digital cable standard for interactive TV receivers, recorders and other products that is transferable and viable wherever you live is ideal for today’s mobile society.”

“This is a landmark agreement which will provide a national, open and interactive platform resulting in more choices of services and products for consumers,” said Kyle McSlarrow, NCTA President & CEO.

“We are pleased that this technical challenge has been addressed through a voluntary, private-sector solution,” said Consumer Electronics Association President and CEO Gary Shapiro. “We look forward to working with our cable colleagues to ensure Americans across the country have access to high value cable content while using the equipment of their choosing.”

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NCTA is the principal trade association for the U.S. cable industry, representing cable operators serving more than 90 percent of the nation's cable television households and more than 200 cable program networks. The cable industry is the nation's largest broadband provider of high-speed Internet access after investing more than \$130 billion to build a two-way interactive network with fiber optic technology. Cable companies also provide state-of-the-art digital telephone service to millions of American consumers.

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FOR IMMEDIATE RELEASE

Cable Tru2way™ Platform Gains Endorsements from Major CE and IT Companies

*ADB, Digeo, Intel, Panasonic, Samsung, and Sony
sign Accord with Cable Industry*

Louisville, Colorado, June 9, 2008 — Major consumer electronics (CE) and information technology (IT) companies have signed binding memorandums of understanding (MOU) on tru2way™ technology with the top six cable operators in the United States.

Companies that have signed to date now include consumer electronics manufacturers Panasonic Corporation of North America, Samsung Electronics America, and Sony Electronics. Other companies signing include set-top makers ADB and Digeo, and chip manufacturer Intel Corporation.

As previously announced, Intel plans to build a system-on-a-chip (SoC) that will support a variety of tru2way devices, including DTVs, set-top-boxes, DVRs, and other devices.

The cable operators that have announced support for the tru2way platform on their networks are Comcast, Time Warner, Cox, Cablevision, Charter and Bright House Networks, together representing over 80 percent of all cable subscribers and 105 million homes passed.

Glenn Britt, President of Time Warner Cable said, "Tru2way technology will allow the industry to continually enhance the customer experience, ensuring that the latest features and technology are available to our customers nation-wide. Time Warner Cable has already distributed nearly a million tru2way devices, and this agreement further supports the industry's efforts."

Dr. Richard R. Green, President and CEO of CableLabs, said: "This is a momentous achievement that again validates the tru2way technology platform for delivering interactive digital cable services to wide variety of devices. We stand ready to support the cable operators and the manufacturers in the rollout of tru2way devices for the benefit of our mutual customers," he added.

The multi-industry agreement is embodied in a joint MOU that supports and endorses the tru2way technology platform developed by CableLabs® for delivering 2-way interactive digital cable video services. Detailed terms of the MOU have not yet been released while other potential signatories complete their review of the document.

Tru2way technology creates a national footprint for the creators of interactive services to develop products that work on cable systems in nearly every U.S. market so that consumers who purchase digital cable ready devices will be able to receive new and innovative interactive cable services now and in the future. The platform uses the same popular Java-based technology that is used in cell phones, interactive broadcasting and high-definition Blu-ray Disc players, and brings a large developer community that allows networks, content owners, cable operators, and manufacturers to develop creative interactive services that can be provided directly to cable customers.

About CableLabs

Founded in 1988 by members of the cable television industry, Cable Television Laboratories is a non-profit research and development consortium that is dedicated to pursuing new cable telecommunications technologies and to helping its cable operator members integrate those advancements into their business objectives. Cable operators from around the world are members. CableLabs maintains web sites at www.cablelabs.com; www.packetcable.com; www.cablemodem.com; www.cablenet.org; and www.opencable.com.